| **Year 10 Term 3 & 4 - Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. | | | | | |
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| **Enquiry Questions: Which is more important for businesses to conduct - PESTLE or SWOT analysis?** | | | | | | |
| **Component 1: Exploring Enterprises**  In term 3 & 4, you will be given a pearson-set assignment, marked by the centre and moderated by Pearson. In the build up to the assessment, you will have revision and assessment skills lessons. | | | | | | |
| **Knowledge**  Students will complete… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. Revision lessons 2. Assessment skills lessons 3. Component 1 - summative assessment 4. Moderation | ● In response to Task 1, learners will use the information provided on the sectors  to select and research an appropriate enterprise and their associated  entrepreneur(s), exploring how the activities of the enterprise and the skills and  characteristics of the entrepreneur(s) help the enterprise to achieve their aims.  ● In response to Task 2, learners will investigate the market research methods  currently used by their chosen enterprise and explore the information this  provides the enterprise on their customers and competitors, making  recommendations for improvements to these methods.  ● In response to Task 3, learners analyse PEST and SWOT factors to make  supported judgements on the actions the enterprise could take and make  supported judgements on opportunities and threats as a result. | * SMEs * Markets, Sectors, models and industries * Aims * Entrepreneurs * Customer needs and market research * Situational analysis | Knowledge- based questions  Seneca – to consolidate learning. | Mock assessment style questions.  Completing coursework: deadlines for coursework submissions as per assessment plans | BBC News  Economist  City AM newspaper  Financial Times | Explain how the rise in the cost of living affects businesses. |